


“What is working well in my Federation?”



By **Verónica Cuadrado Dehesa**

former handball player ★ assistant National Coach – Spanish W20 ★ Handball Ambassador





Focus on female Handball Players





Impact from London 2012

The 2013 initiative





First Spot 2013



2014



2015





2017

Spot release –
*Involving the
media*





“What is working well in my Federation?”



By Alba Rivero Quesada – International Dep.-

The Creation of a Brand

#Guerreras → Pre Olympic
Games 2012



#Hispanos → Before
Men's WCh 2013



#Hispanos & #Guerreras

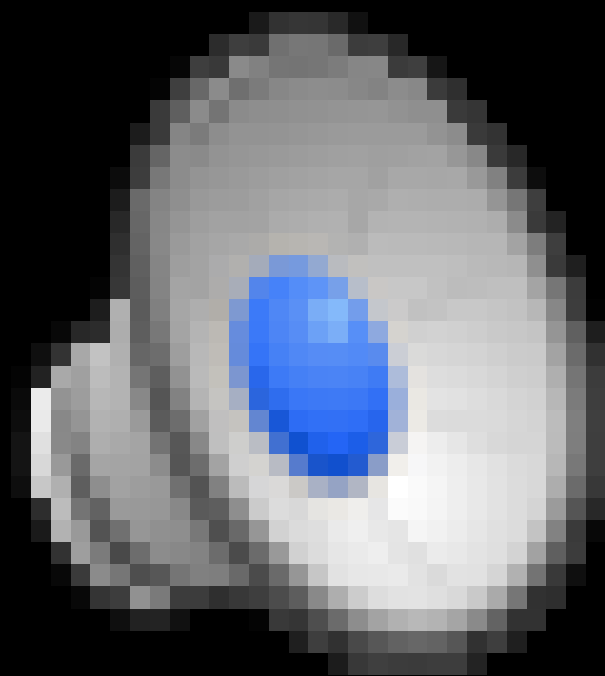


To take advantage of.....

- Participation in a Championship

VIRAN MORROS VIDEO BLOG EURO CROATIA 18

- 180.000 video views
- More than 850.000 impressions on Twitter and Facebook



To take advantage of.....

- Fighting for/Winning a Championship

- More than 22 countries used the #Hispanos
- 10.000 new followers in Social Media
- Around 3.000.000 Tv Spectators

- Increase of Sponsors' visibility



Talking about Sponsors...

2011 → 4 Sponsors

2018 → 21 Sponsors



RFEBM as a service company, need to sell the product

“Pampering” Sponsors

- Visit to the headquarters.

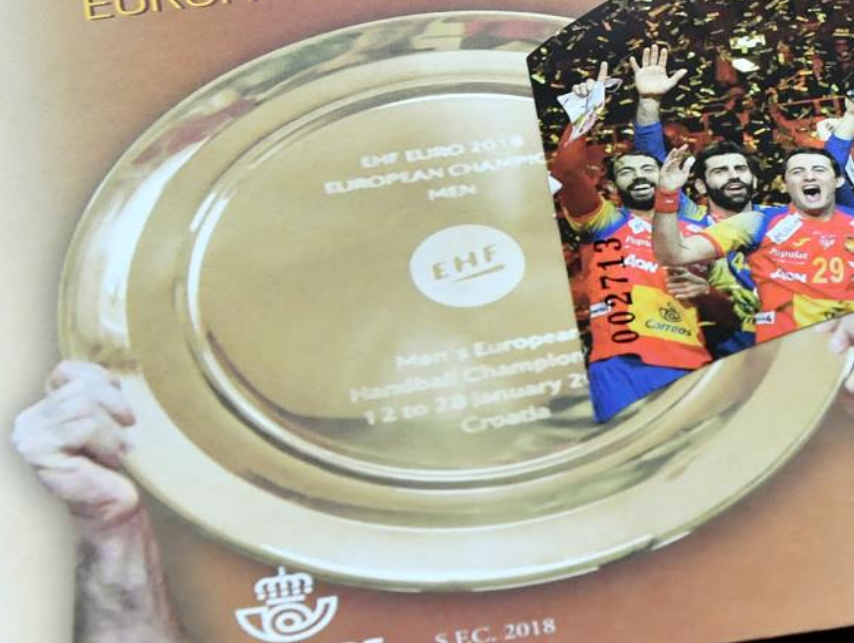




¡Enhorabuena HISPANOS!

SELECCIÓN
ESPAÑOLA DE
BALONMANO
CAMPEONA DE
EUROPA 2018

Primer
día de
circulación



S.F.C. 2018



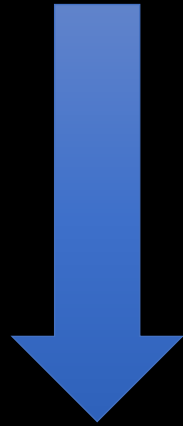
SELECCIÓN ESPAÑOLA DE BALONMANO CAMPEONA DE EUROPA 2018
¡ENHORABUENA HISPANOS!



CAMPEONES

- “Informal” meals

- Invitation to matches



RECIPROCITY





Thank you